

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	85160738
LAW OFFICE ASSIGNED	LAW OFFICE 109
MARK SECTION (no change)	
GOODS AND/OR SERVICES SECTION (009)(current)	
INTERNATIONAL CLASS	009
DESCRIPTION	
Computer hardware; Electrical devices for recording, transmitting, switching, receiving, and processing data relating to energy conversion and power generation and distribution; computer software for use in analyzing, planning, and managing integrated energy infrastructures, energy conversion chains and energy distribution systems, computer software for optimization of energy generation, distribution and conversion systems	
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (009)(proposed)	
INTERNATIONAL CLASS	009
TRACKED TEXT DESCRIPTION	
Computer hardware; Electrical devices for recording, transmitting, switching, receiving, and processing data relating to energy conversion and power generation and distribution; <u>Electronic apparatus and instruments for applying electrical power systems and interacting with controlled apparatus and their users in systems for transporting and distributing electrical energy, namely, electrical power connectors, electronic controllers for use with power converters, electronic controllers, electrical controlling devices;</u> computer software for use in analyzing, planning, and managing integrated energy infrastructures, energy conversion chains and energy distribution systems, computer software for optimization of energy generation, distribution and conversion systems	
FINAL DESCRIPTION	
Computer hardware; Electronic apparatus and instruments for applying electrical power systems and interacting with controlled apparatus and their users in systems for transporting and distributing electrical energy, namely, electrical power connectors, electronic controllers for use with power converters, electronic controllers, electrical controlling devices; computer software for use in analyzing, planning, and managing integrated energy infrastructures, energy conversion chains and energy	

distribution systems, computer software for optimization of energy generation, distribution and conversion systems	
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (042)(no change)	
ADDITIONAL STATEMENTS SECTION	
MISCELLANEOUS STATEMENT	In response to the Examiner's request for information, the applicant attaches materials from a presentation relating to the goods.
MISCELLANEOUS FILE NAME(S)	
ORIGINAL PDF FILE	mis-216759226-103533649_. 20120105094601593.pdf
CONVERTED PDF FILE(S) (10 pages)	\\TICRS\EXPORT11\IMAGEOUT11\851\607\85160738\xml8\RFR0002.JPG
	\\TICRS\EXPORT11\IMAGEOUT11\851\607\85160738\xml8\RFR0003.JPG
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SIGNATURE SECTION	
RESPONSE SIGNATURE	/mam/
SIGNATORY'S NAME	Marie Anne Mastrovito
SIGNATORY'S POSITION	Attorney
SIGNATORY'S PHONE NUMBER	212 949 9022
DATE SIGNED	01/05/2012
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	

SUBMIT DATE	Thu Jan 05 10:43:28 EST 2012
TEAS STAMP	USPTO/RFR-216.75.92.26-20 120105104328505405-851607 38-490e08e77c366778e8f42b a54107328ada7-N/A-N/A-201 20105103533649213

PTO Form 1930 (Rev 9/2007)
OMB No. 0651-0050 (Exp. 4/30/2009)

Request for Reconsideration after Final Action To the Commissioner for Trademarks:

Application serial no. **85160738** has been amended as follows:

CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 009 for Computer hardware; Electrical devices for recording, transmitting, switching, receiving, and processing data relating to energy conversion and power generation and distribution; computer software for use in analyzing, planning, and managing integrated energy infrastructures, energy conversion chains and energy distribution systems, computer software for optimization of energy generation, distribution and conversion systems

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: The applicant has had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

Proposed:

Tracked Text Description: Computer hardware; ~~Electrical devices for recording, transmitting, switching, receiving, and processing data relating to energy conversion and power generation and distribution;~~ Electronic apparatus and instruments for applying electrical power systems and interacting with controlled apparatus and their users in systems for transporting and distributing electrical energy, namely, electrical power connectors, electronic controllers for use with power converters, electronic controllers, electrical controlling devices; computer software for use in analyzing, planning, and managing integrated energy infrastructures, energy conversion chains and energy distribution systems, computer software for optimization of energy generation, distribution and conversion systems

Class 009 for Computer hardware; Electronic apparatus and instruments for applying electrical power systems and interacting with controlled apparatus and their users in systems for transporting and distributing electrical energy, namely, electrical power connectors, electronic controllers for use with power converters, electronic controllers, electrical controlling devices; computer software for use in analyzing, planning, and managing integrated energy infrastructures, energy conversion chains and energy distribution systems, computer software for optimization of energy generation, distribution and conversion systems

Filing Basis: Section 1(b), Intent to Use: The applicant has a bona fide intention to use or use through

the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. (15 U.S.C. Section 1051(b)).

ADDITIONAL STATEMENTS

Miscellaneous Statement

In response to the Examiner's request for information, the applicant attaches materials from a presentation relating to the goods.

Original PDF file:

[mis-216759226-103533649_.20120105094601593.pdf](#)

Converted PDF file(s) (10 pages)

[Miscellaneous File1](#)

[Miscellaneous File2](#)

[Miscellaneous File3](#)

[Miscellaneous File4](#)

[Miscellaneous File5](#)

[Miscellaneous File6](#)

[Miscellaneous File7](#)

[Miscellaneous File8](#)

[Miscellaneous File9](#)

[Miscellaneous File10](#)

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /mam/ Date: 01/05/2012

Signatory's Name: Marie Anne Mastrovito

Signatory's Position: Attorney

Signatory's Phone Number: 212 949 9022

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85160738

Internet Transmission Date: Thu Jan 05 10:43:28 EST 2012

TEAS Stamp: USPTO/RFR-216.75.92.26-20120105104328505

405-85160738-490e08e77c366778e8f42ba5410

7328ada7-N/A-N/A-20120105103533649213

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Smart Grid Compass

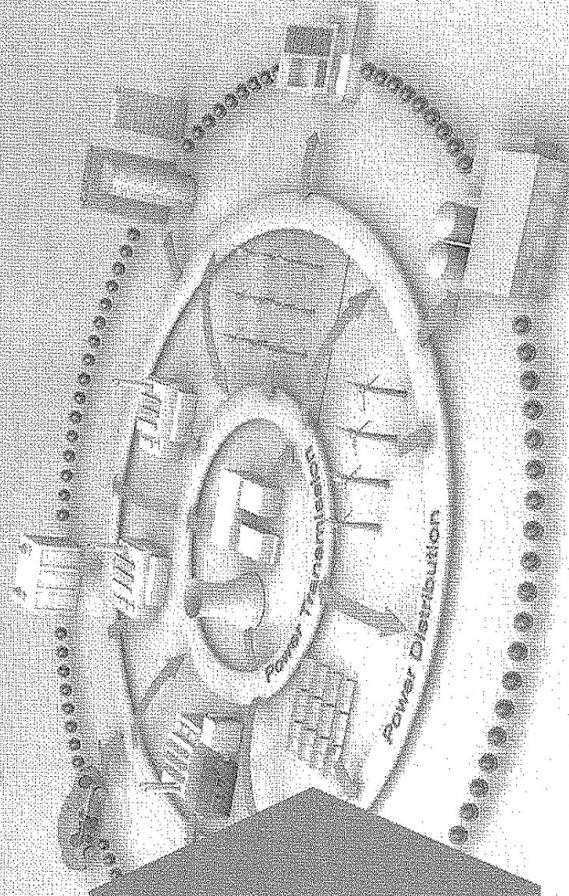
Overview

1st of February 2011

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**While the smart grid concept is well accepted,
some questions will remain**

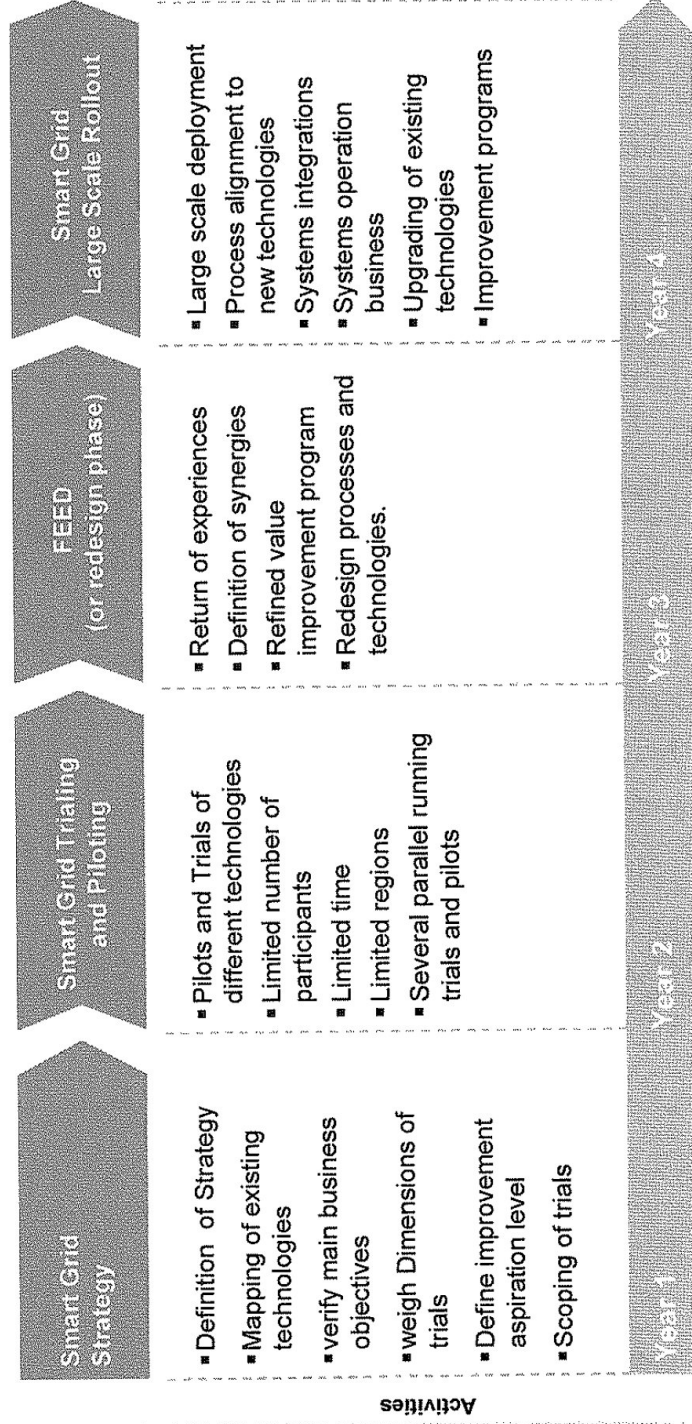
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- Where to start ?
- Which strategies ?
 - Where to invest ?
 - Which are the right steps ?
 - Which technologies ?
 - How to measure success ?

Smart Grid implementation have typical phases

Smart Grid Project Phases



Activities

The Siemens Smart Grid Compass creates a framework for implementation of smart grids

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Compass Dimensions

Objectives: What am I trying to achieve?

Business objectives an organization wishes to Achieve

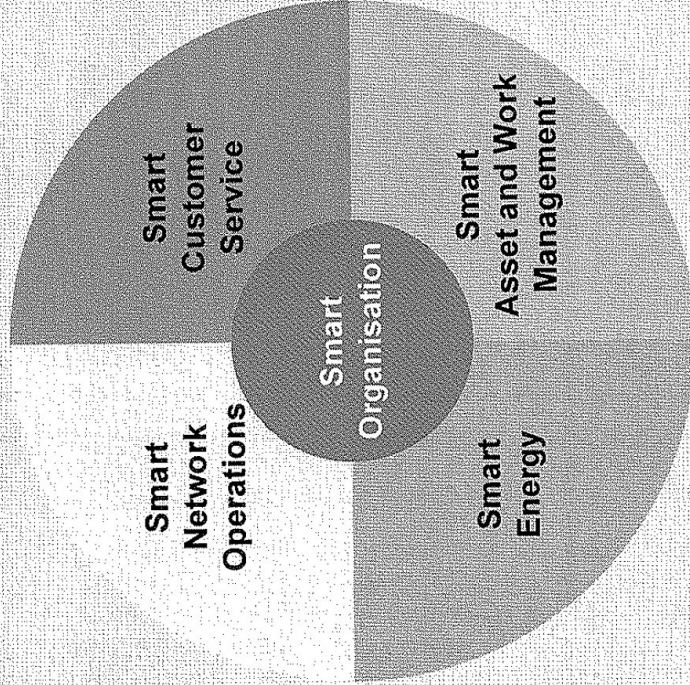
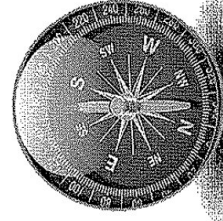
Business Capabilities: How can I do this?

Different ways an organization can execute a different activity depending on the extent of their smart grid implementation

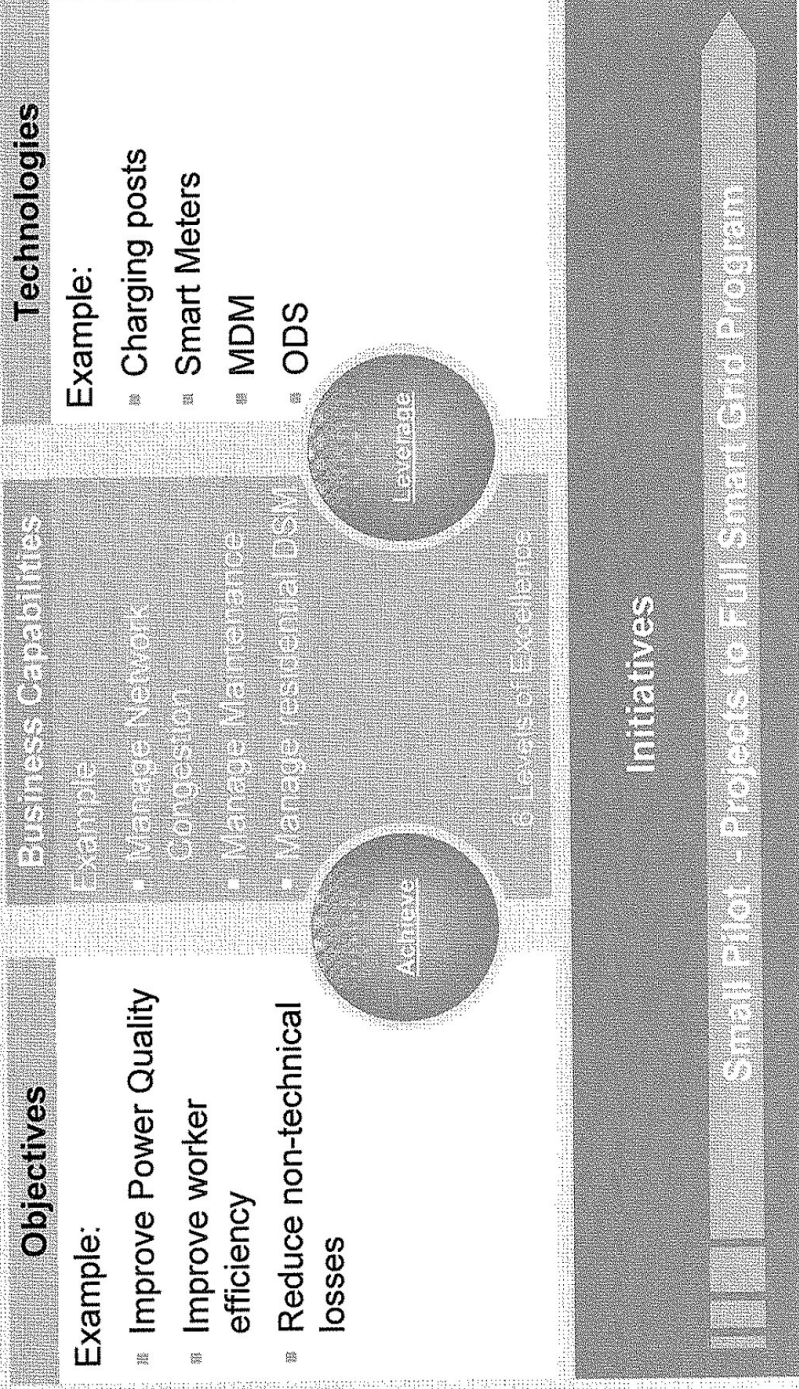
Technologies: What do I need?

Different smart grid technologies

Utilizing the dimensions above the compass model closes the gap between technologies and business value.



A value improvement program guides the implementation of a smart grid



Three steps build the backbone of the Smart Grid Compass

Orientation

Where is north?

Orientation in Smart Grid Space and leveraging Siemens' global experience to enhance vision and direction of your future grid

Destination

Where to go?

Refine vision of the future grid and derive value improvement program structure from vision and direction of your future grid

Routing

How to get there?

Complete value improvement program based on the existing structure and provide decision support via quantitative business case

Orientation – Where is north?



Overview

Workshops:

- Calibrate compass model – verify main business drivers and weigh dimensions
- Define as is situation in terms of process maturity and capability levels
- Define aspiration – define aspired objectives (incl. level of excellence), process maturity levels and capability levels

Deliverables:

- Smart Grid compass orientation study incl. candidate initiatives
- Executive results presentation

Participants:

- Mandatory: CTO & COO
- Optional: CEO, CFO, CIO

Destination – Where to go?



Overview

Workshops:

- Kick off / method introduction
- Technology check – existence check and effort classification
- Initiatives check – capability dependency check, impact and effort classification
- Scenario alignment – discuss and fine tune scenarios (to be prepared in background)

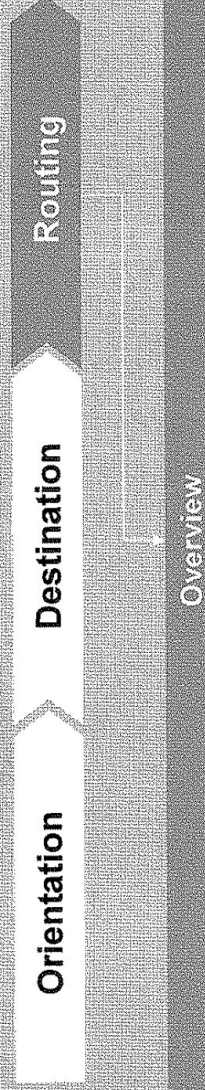
Deliverables:

- Value improvement program structure incl. value view for objectives, processes and technologies
- Qualitative rationale for initiatives in scope
- Executive summary & results presentation

Participants:

- Mandatory: Experts from planning, asset management, operations and IT
- Optional: CTO, COO, CIO

Routing – How to get there?



Workshops:

- Kick off / method introduction
- "Numbers" – calculate costs and impact of technologies and initiatives (to be prepared in background)
- Scenario alignment – discuss and fine tune refined scenarios (to be prepared in background))
- Timeline alignment – discuss and fine tune timeline (to be prepared in background)

Deliverables:

- Refined value improvement program structure incl. value view for objectives, processes and technologies
- Quantitative rationale for initiatives in scope
- Executive summary & results presentation

Participants:

- Mandatory: Experts from planning, asset management, operations and IT
- Optional: CTO, COO, CIO

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**Thank you
for your attention!**

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